



# Market Manager Marketing Guide



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# Introduction

Welcome to the WeShopSC Marketing Guide!

We're thrilled to introduce our customized guide, designed to help you seamlessly connect with local businesses and shoppers, build awareness, and drive growth within your community.

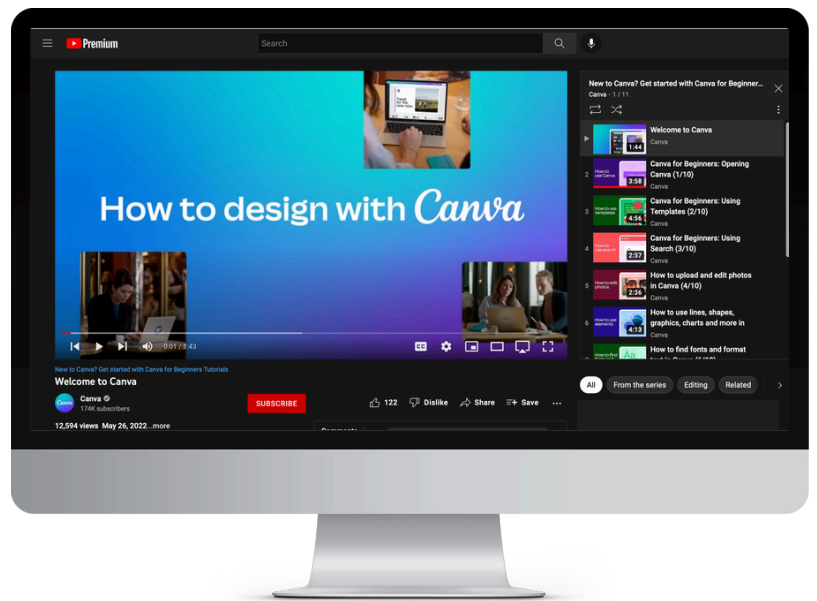
Inside this guide, you'll discover an array of marketing assets tailored for social media, email, website, print, and press.

Let's get started!

**All designs have been made using Canva.com. You can opt to download the ready-to-use designs or personalize them by incorporating your logo, colors, and images.**



Access the FREE Canva course below to learn all you need to start designing!



SCAN TO CREATE A FREE CANVA ACCOUNT

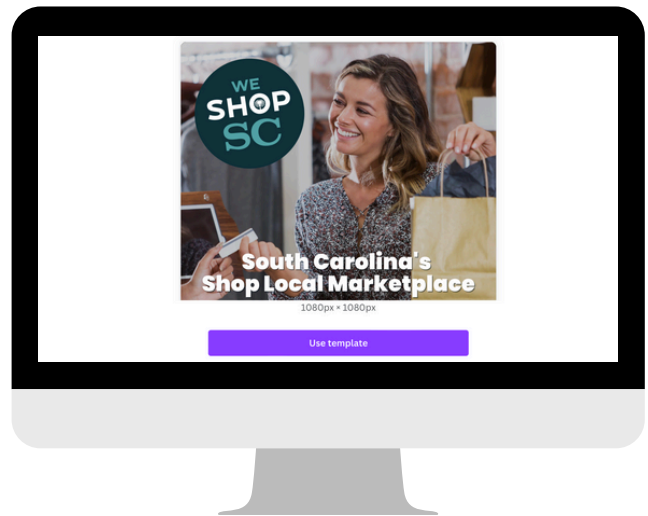


# Step-by-step guide to **Using Our Templates**

## 01

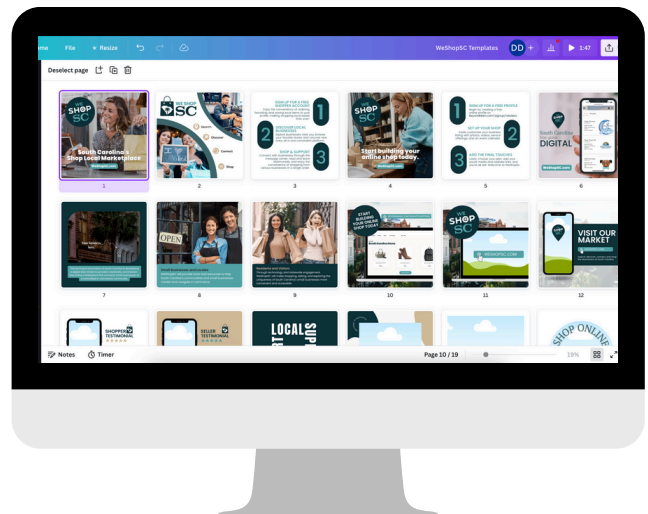
Click on the provided link to access our templates.

**Click on the purple button that says "Use template."**



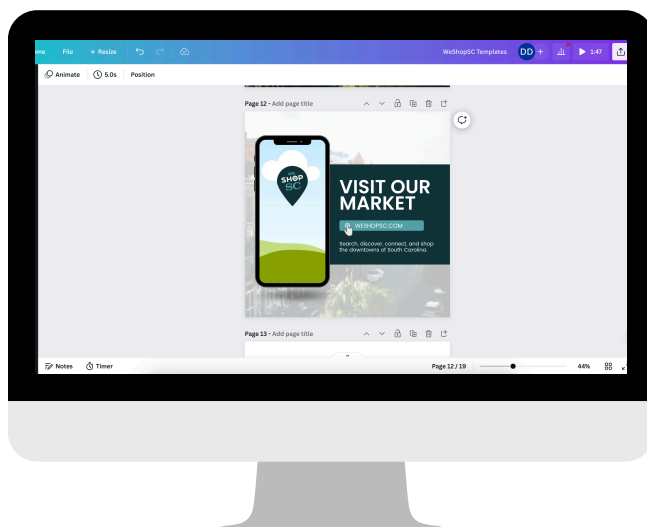
## 02

Canva will open up a file with the selected templates, set for you to begin customizing.



# 03

Add your own images, logo, business name, brand colors, and any other elements that represent your town or business.

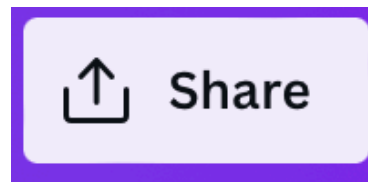


# 04

Once you've tailored the templates to your liking, you're ready to finalize them. Follow the steps below to download your designs

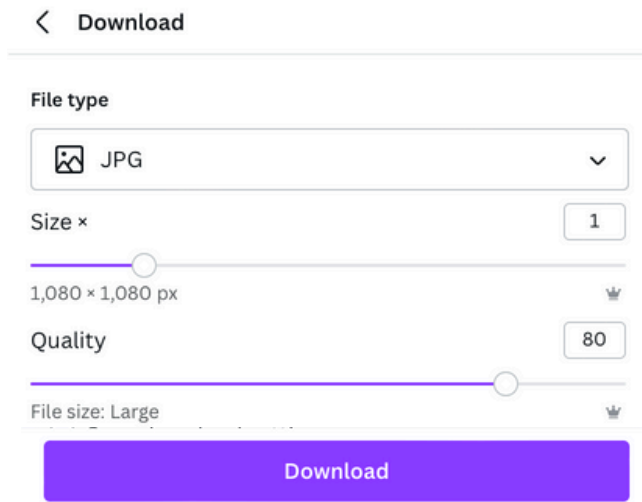
# 05

Click the "share button" at the top the right corner of the screen.

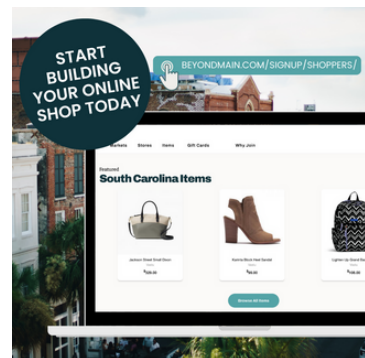


# 06

Choose file type (JPG or PNG are best for digital and PDF for print material). **Click "download" and you're done!**



# Social Media Templates



SCAN TO ACCESS  
B2C TEMPLATES



SCAN TO ACCESS  
B2B TEMPLATES

# Website & Email Banners



SCAN TO ACCESS  
B2C TEMPLATES



SCAN TO ACCESS  
B2B TEMPLATES



# B2C

# Print Material



SCAN TO ACCESS  
RACK CARDS



SCAN TO ACCESS  
FLYERS



SCAN TO ACCESS  
POSTCARDS



SCAN TO ACCESS  
STICKERS

# B2B Print Material



SCAN TO ACCESS  
RACK CARDS



SCAN TO ACCESS  
FLYERS



SCAN TO ACCESS  
POSTCARDS



SCAN TO ACCESS  
STICKERS

# Copy & Captions



Our team has written copy that's ready to be used in your marketing efforts. Incorporate this copy into various marketing initiatives like social media captions and advertisements.

# Social Media Captions

## Encourage Shopping Local

### Caption #1

[Town/Community Name] is now part of South Carolina's largest online marketplace! Explore your favorite local businesses, discover unique finds, and shop small—all from the comfort of your home. Head to [WeShopSC.com](https://www.weshopsc.com) today to start exploring!

### Caption #2

Shopping local has never been easier! [Town/Community Name] is proud to join WeShopSC, South Carolina's statewide marketplace. Find unique products, shop small, and support your local businesses—all in one place. Visit [WeShopSC.com](https://www.weshopsc.com) today!

## Encourage Business Sign-Ups

### Caption #3

Calling all [Town/Community Name] small businesses! We're thrilled to be part of WeShopSC, South Carolina's statewide marketplace connecting communities across the state. Don't miss the chance to showcase your products and grow your reach. Join us online today at [WeShopSC.com](https://www.weshopsc.com)!



## Caption #4

[Town/Community Name] is proud to join WeShopSC, connecting our local businesses to shoppers across South Carolina. Want to take your business online and reach new customers? Sign up today and join our community on WeShopSC.com!

## Educate & Spread Awareness

### Caption #5

Our town is proud to be part of WeShopSC, South Carolina's first statewide marketplace for small businesses. Together, we're supporting local entrepreneurs, growing our community, and making it easier than ever to shop small. Explore [Town/Community Name] and beyond on WeShopSC.com!

### Caption #6

Did you know [Town/Community Name] is now part of South Carolina's largest online marketplace? Celebrate our local businesses by exploring WeShopSC.com—your one-stop shop for supporting small and shopping local.



# Press Release

## Press Release



### *Introducing WeShopSC.com: South Carolina's Shop Local Marketplace*

#### **Town Name, Date**

WeShopSC.com proudly announces its arrival as South Carolina's only and largest collection of communities and small businesses, revolutionizing the way residents and visitors connect with local businesses.

#### **Explore, Support, Connect**

WeShopSC.com is more than a marketplace; it's a movement to elevate small businesses across the state. With the backing of the [Municipal Association of South Carolina](#), this innovative statewide program, fueled by [Beyond Main's](#) technology framework, serves as a virtual showcase for local entrepreneurs and artisans. Here, they can proudly present their products and services, reaching a broader audience while fostering economic growth.

#### **Your Go-To Destination for Local Excellence**

Discovering the best of South Carolina's local businesses, unique products, and exceptional shopping experiences has never been easier. At WeShopSC.com, we curate an extensive array of offerings, from foods to services, fashion, home decor, electronics, and more. Our commitment to featuring an assortment of local gems ensures that everything you need is conveniently within your reach.

#### **Shop, Connect, Thrive**

When you choose to visit and shop at [WeShopSC.com](#), you're not only shopping quality South Carolina products and services. You're also actively investing in local small businesses and strengthening the community. [Beyond Main's](#) technology powers our platform, making it seamless to navigate, discover, and support our local communities.

#### **Embrace the Future of Commerce**

Whether you're a business owner, a resident, or a visitor, WeShopSC.com invites you to experience the power of community and commerce. Join the thriving WeShopSC community today at [WeShopSC.com](#), a marketplace where shoppers and businesses unite for a thriving local ecosystem.

SCAN TO  
ACCESS  
TEMPLATE



# 30-Day Launch Marketing Plan



## 30 DAY LAUNCH MARKETING PLAN

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <i>Announce the Launch of WeShopSC.</i>	2 <i>Spotlight a business on your marketplace</i>	3 <i>Educate on WeShopSC - What is it, and how can businesses participate?</i>	4 <i>Spotlight a staff or team member from your town</i>	5 <i>Educate on WeShopSC - What is it and how can shoppers participate</i>	6 <i>Share a video on how to sign up as a shopper</i>	7 <i>Share a graphic encouraging Shopping Small</i>
8 <i>Share tips on how shoppers can use WeShop to discover local businesses</i>	9 <i>Spotlight new items on the marketplace</i>	10 <i>Promote a holiday or national day</i>	11 <i>Share a business testimonial</i>	12 <i>Spotlight a business on your marketplace</i>	13 <i>Host a FAQ so followers can ask question about WeShop</i>	14 <i>Encourage business sign-up</i>
15 <i>Share a behind the scenes of your team</i>	16 <i>Spotlight retail stores on your marketplace</i>	17 <i>Share a fun fact about your town</i>	18 <i>Spotlight new products on your marketplace</i>	19 <i>Share a shopper testimonial</i>	20 <i>Ask a question: What small business are you going to support this weekend?</i>	21 <i>Have a small business host a Instagram takeover and share a video promoting their business</i>
22 <i>Share WeShop success by promoting how many products/businesses your marketplace has</i>	23 <i>Create a graphic with a motivational quote or story</i>	24 <i>Share a business testimonial</i>	25 <i>Share a graphic encouraging Shopping Small</i>	26 <i>Share the benefits for businesses who join</i>	27 <i>Share a list of upcoming events, promotions, and happenings in your town.</i>	28 <i>Spotlight restaurants on your marketplace</i>
29 <i>Share a graphic encouraging Shopping Small</i>	30 <i>Spotlight service based businesses on your marketplace</i>	31 <i>Have a small business host a Instagram takeover and share a video promoting their business</i>				

SCAN TO ACCESS  
MARKETING PLAN



# Boost Your Discovery: Embed Your Link for Visibility!

1. **Social Media Profiles:** Include your marketplace link on your social media pages.
2. **Email Signature:** Add it for easy access in your email signature.
3. **Website Banners:** Feature it on your website using one of our banners or a link on your homepage.
4. **Print Material:** Include your marketplace link in any print material, such as business cards, flyers, or brochures.
5. **Online Advertisements:** Link to your website in digital ads and press releases.
6. **Google Business:** Add it to your Google My Business listing.
7. **Print Materials:** Incorporate it in brochures and flyers.
8. **Email Campaigns:** Include it in your email marketing.
9. **Blog Posts:** Link to relevant pages within your blog.



# Building Social Proof

Capturing valuable customer reviews is crucial for building trust, boosting sales, and improving your brand image.

Here are some of the most successful strategies and tactics to achieve this:

## Proactive Strategies:

- Make it easy to leave reviews: Integrate review forms seamlessly across your website, social media, and email marketing. Use clear calls to action and minimize the effort required to submit a review.
- Timing is key: Prompt customers for reviews at the right moment, like after a purchase, service experience, or interaction. This ensures the experience is fresh in their minds.
- Personalize your requests: Craft personalized email or SMS invitations to review, mentioning specific details about their purchase or experience. This feels more genuine and increases response rates.
- Offer incentives: Motivate customers to leave reviews by offering incentives like discounts, coupons, or entry to contests. However, be mindful not to incentivize fake reviews.
- Showcase existing reviews: Feature positive reviews prominently on your website, product pages, and social media. This demonstrates social proof and builds trust with potential customers.
- Utilize multiple platforms: Don't limit your review collection to just your website. Encourage customers to leave reviews on relevant third-party platforms like Google My Business, Yelp, and TripAdvisor.

# Engaging Tactics:

- Leverage social media: Encourage customers to share their experiences and tag you in their posts. Respond to reviews and comments publicly, demonstrating your commitment to customer engagement.
- Run contests and promotions: Organize contests or promotions where customers can submit reviews for a chance to win prizes. This generates excitement and encourages participation.
- Partner with influencers: Collaborate with influencers in your niche to review your products or services. Their endorsements can reach a wider audience and build trust.
- Respond to all reviews: Take the time to respond to both positive and negative reviews. Acknowledge feedback and address concerns promptly and professionally. This demonstrates transparency and commitment to customer satisfaction.
- Go the extra mile: Reward customers who leave detailed and insightful reviews. You can offer them exclusive discounts, early access to new products, or personalized thank-you notes.
- Analyze and learn: Regularly analyze your customer reviews to identify areas for improvement. Look for common trends and themes, and use this feedback to enhance your product, service, or customer experience.

# Additional Tools & Resources:

- Review management platforms: Utilize platforms like Yotpo, Trustpilot, or Feefo to streamline your review collection process, analyze sentiment, and respond to reviews efficiently.
- Net Promoter Score (NPS): Implement NPS surveys to measure customer loyalty and identify areas for improvement.
- Social listening tools: Use tools like Brandwatch or Sprout Social to monitor online conversations and identify customer feedback across various channels.

# Managing Digital Assets:

Organizing your product photos can be a daunting task, especially with a massive collection spread across your phone and computer. But fear not! Here are some simple and cost-effective tips to help you pull your digital assets together and run your business more efficiently:

## Gathering and Culling:

1. Gather all your photos: Start by collecting all your product photos from every possible location, including your phone, computer, social media accounts, and cloud storage. Consider using a data transfer tool to consolidate everything onto one central drive.
2. Delete duplicates and unnecessary photos: Go through your collection and ruthlessly delete duplicates, blurry photos, outtakes, or anything irrelevant to your current products or branding.
3. Organize by category: Create folders for each product category or sub-category to start grouping your photos. This will make finding specific photos much easier later.

## Naming and Filing:

1. Develop a consistent naming convention: Implement a standardized naming system for your photos that includes product name, color, size, variation, and date (e.g., "Product-Name\_Color\_Size\_Variation\_Date.jpg"). This will make searching and filtering much more efficient.
2. Utilize descriptive file names: Avoid generic names like "IMG\_1234" and instead use descriptive names that clearly identify the product and its features. This will help you quickly identify the photo you're looking for without opening every file.
3. Organize by date or project: Consider creating subfolders within your product folders to organize photos by date or specific project. This can be helpful for tracking progress, comparing different versions, or finding photos for specific campaigns.

# Storage and Backup:

1. Choose a central storage location: Select a central storage location for your organized photos, such as an external hard drive, cloud storage service (e.g., Google Drive, Dropbox), or a dedicated photo management software.
2. Implement a backup system: Regularly back up your photos to another location to prevent data loss due to hardware failure or accidental deletion. Cloud storage with automatic backups can be a great option.
3. Consider photo management software: Explore photo management software like Adobe Lightroom or Capture One Pro. These offer features like tagging, keywording, facial recognition, and advanced search functions, making it even easier to organize and find your photos.

# Cost-Effective Solutions:

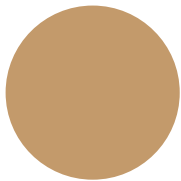
1. Start simple: Utilize built-in tools and resources first. Your computer's file explorer and basic photo editing software can be helpful for initial organization and basic edits.
2. Free online tools: Explore free online tools like Canva or Fotor for basic photo editing and organization. These tools often offer limited features compared to paid software but can be sufficient for small businesses.
3. Use cloud storage with free tiers: Many cloud storage services offer free tiers with ample storage space. Utilize these to store your photos and take advantage of automatic backups and accessibility across devices.
4. Consider open-source software: Explore open-source photo management software like digiKam or Darktable. These offer advanced features similar to paid software but are completely free to use.

# Additional Tips:

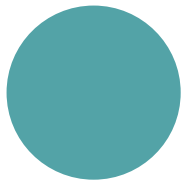
- Utilize keywords and tags: Add relevant keywords and tags to your photos to further enhance searchability. This can be especially helpful for product variations, colors, or specific features.
- Create collections: Use photo management software features to create mood boards or collections for specific campaigns, product lines, or themes. This can help streamline content creation.
- Automate tasks: Utilize automation features within your chosen software to streamline repetitive tasks like file renaming or tagging. This can save you time and ensure consistency.

# Brand Kit

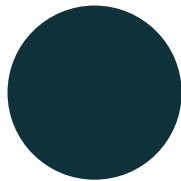
## Color Palette



#C39A6B



#53A3A7



#0F313A

## Logo Variations



WESHOPSC.COM



## Fonts

Poppins

**Poppins Bold**

We suggest using your own visuals but we have also included stock images for use in marketing efforts. Access the link below to download the logo and high-quality images.

SCAN TO ACCESS  
BRAND KIT





## TIPS FOR MAXIMIZING YOUR MARKETING EFFORTS:

- Utilize your own images, such as pictures of your town and businesses on the marketplace.
- Add your own logo to personalize the social media templates.
- Engage with other businesses and marketplaces on social media by liking, commenting, and sharing their content. Make sure to tag [@byndmain](#) and [@main\\_street\\_sc](#) on Instagram and Facebook!
- Stay consistent with your posting schedule to maintain an active and engaging online presence. You can schedule your content in advance for Instagram and Facebook through Facebook business suite.
- Encourage customer interaction and feedback by asking questions or prompting them to share their experiences.





## Suggested Hashtags

Incorporate these hashtags into your captions to promote SC businesses and WeshopSC specifically.

#WeShopSC

#ShopSCLocal

#SCSmallBiz

#SupportSCBusinesses

#ShopSmallSouthCarolina

#SupportLocalSouthCarolina

#SouthCarolinaSmallBiz

#DiscoverSouthCarolina

#ShopLocalSouthCarolina

#SupportSCBusinesses

#LoveLocalSouthCarolina

#DiscoverSCSmallBiz

#ShopLocalSC

#SupportLocalSC

#SCOnlineShopping

#SCSmallBusiness

#WeshopSCOnline

#BeyondMainSC

#BeyondMain

# THE FUN'S NOT OVER YET!

Click the link below for more resources to support your marketplace!

*SCAN TO VISIT OUR RESOURCE CENTER*



Join our Small Business Facebook Group! it is a space for small businesses to share ideas, ask questions, give support, get answers to your burning questions, and help each other grow.

SCAN TO JOIN NOW



If you need support or have additional questions please email

**[Marketing@BeyondMain.com](mailto:Marketing@BeyondMain.com)**

